

2061036525



Welcome to Merit Awards. You've made the switch to great taste all

allow our swimmers to get a taste at some point. And we want to reward you for it.

Yes you can. You still will have to leave the car and still find satisfying taste. Because you've got that. And to lose how much we appreciate that we're not in much of need an any driving to smoke Ment.

So enter this catalog of quality items designed especially for you.

You can buy them anywhere, but they can all be yours for free just by collecting the UPCs off your Mail picks. Look for the easy-to-order form.

for the bulk of this catalog.

MERIT

1

W. M. G. Smith, Jr.
May, 1951, at 10:00 a.m.
1000 W. 10th Street, Kansas City, Mo.
Kingsburg, 10th and Main Streets, Kansas City, Mo.
and 10th and Main Streets, Kansas City, Mo.

2061036527



—
MERIT AWARDS

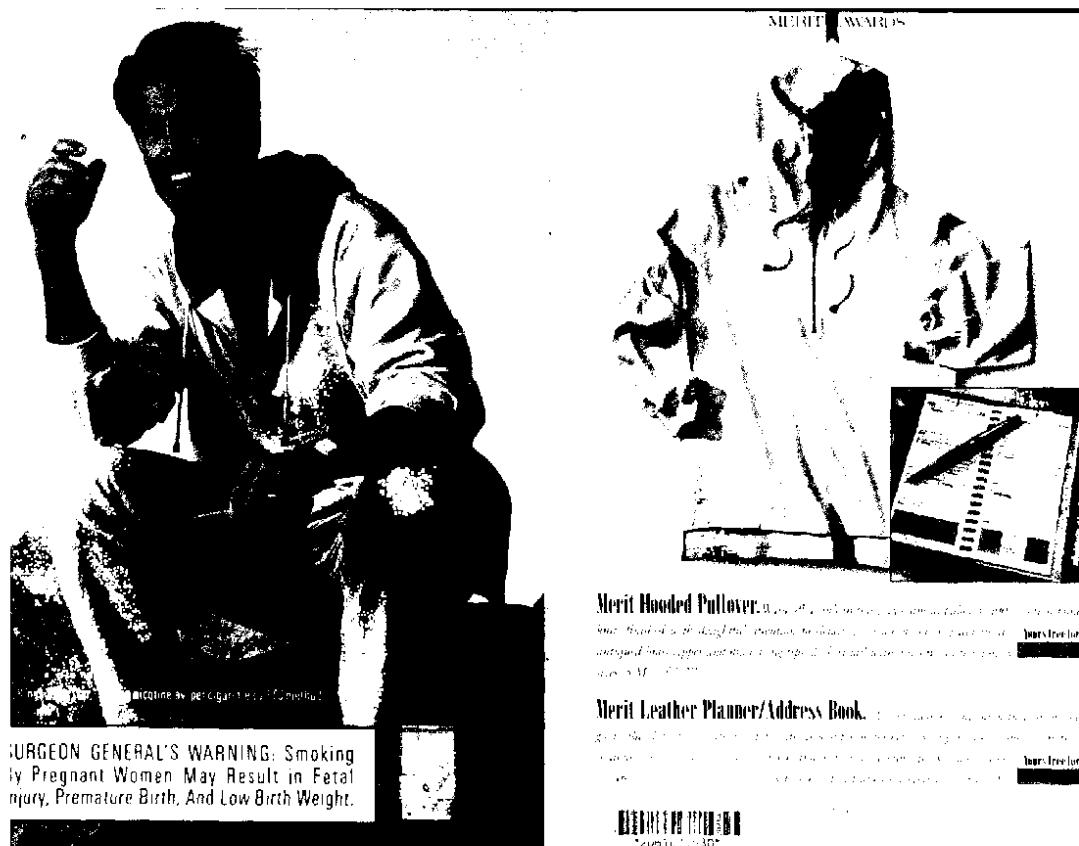
Merit Cable Knit Sweater. *100% merino wool. Hand-knit cable pattern. Soft, warm, and comfortable. Knit in the USA.* **Merit Leather Baffle Bag.** *100% leather. Hand-tooled leather. Soft, supple, and durable. Hand-tooled leather.*

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MERIT

Barcode: 

MERIT AWARDS



Merit Hooded Pullover. *Wool, polyester, cotton, and elastic. The perfect hoodie. Hooded with adjustable drawstring. Available in sizes S, M, L, and XL. **meritfleece.com***

Merit Leather Planner/Address Book. *Leatherette cover with a built-in spiral notebook. The cover is made of a soft, flexible material that is easy to clean and maintain. The spiral notebook is made of high-quality paper and is perfect for keeping track of your daily tasks. **meritfleece.com***

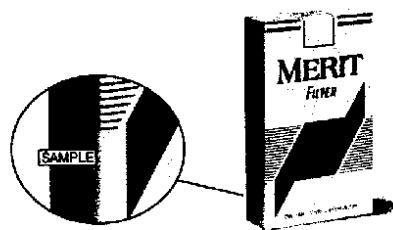
SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

nicotine by per cigarette. 1.0 mg/mg.

2061036530

MERIT AWARDS**See how easy it is to get your Merit Awards.**

Great taste as lower tar makes the switch to Merit an easy choice for you. We want to make it just as easy for you to get your well-deserved Merit Awards. Simply clip the pack UPCs off any style Merit (sorry, no carton UPCs will be accepted). Then, start collecting for your Merit Awards.

**Order in 3 easy steps.**

Place your address label on the highlighted area. Fill out the easy-to-order form completely. Must include signature and birth date. Orders must be postmarked by 5/31/95.



Include appropriate number of Merit Pack UPCs. Use chart to determine shipping/handling fees and include check or money order payable to: Merit Awards. (No cash, please.)



Mail in an envelope to: Merit Awards, P.O. Box 8027, Dover, Delaware 19903-8027. Be sure to put proper postage on your envelope. Allow 10-12 weeks for delivery. Items may be shipped separately. Limit: two of each item per household, no more than 12 items total.

Call 1-800-884-5777
with inquiries about your order.

**MERIT AWARDS****Merit Easy-To-Order Form**

Please select your Merit Awards, detach along perforation, and send in the completed form with your UPCs and check or money order. Mail to:
Merit Awards, P.O. Box 8027, Dover, Delaware 19903-8027.



Ms. Mrs. Mr. _____

Female Male

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone Number (_____) _____ Regular Brand Smoked

Suede barn jacket - M	MT-73889	<input type="checkbox"/>	400	ea
Suede barn jacket - L	MT-73899	<input type="checkbox"/>	400	ea
Suede barn jacket - XL	MT-73900	<input type="checkbox"/>	400	ea
Retro watch - Men's	MT-73893	<input type="checkbox"/>	100	ea
Retro watch - Women's	MT-73894	<input type="checkbox"/>	100	ea
Cable knit sweater - S/M	MT-73890	<input type="checkbox"/>	200	ea
Cable knit sweater - L/XL	MT-73901	<input type="checkbox"/>	200	ea
Leather duffle bag	MT-73892	<input type="checkbox"/>	300	ea
Hooded pullover - S/M	MT-73898	<input type="checkbox"/>	125	ea
Hooded pullover - L/XL	MT-73902	<input type="checkbox"/>	125	ea
Leather planter/address book	MT-73904	<input type="checkbox"/>	70	ea
Crystal ashtray	MT-73895	<input type="checkbox"/>	30	ea
Leather case lighter	MT-73896	<input type="checkbox"/>	20	ea
Swiss army knife	MT-73903	<input type="checkbox"/>	60	ea
Oak halfpen pen	MT-73897	<input type="checkbox"/>	30	ea

By responding to this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

Signature _____ Birth Date _____/_____/_____
(required) _____ (required) _____/_____/_____
Year _____

Offer limited to smokers 21 years of age or older. No facilities accepted. Offer good in USA only. Void in Alaska and where otherwise prohibited. Offer void to Philip Morris and its advertising agencies' employees. Postage may vary according to weight of your envelope. Please check with your post office to insure you've affixed proper postage.

70159-C2
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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MERIT AWARDS



Merit Oak Pen From mighty oaks comes this pen of great substance. Genuine, exotic grain oak surface is polished smooth and lacquered four times for lasting rich [\[meritfeeler\]](#) tone. Gold plated accents add to its luster. Single twist action with standard ballpoint refill.

Merit Crystal Ashtray Add a sophisticated touch to your smoking equipment with this [\[meritfeeler\]](#) crystal ashtray from Studio Nova's Berkline Collection. A division [\[meritfeeler\]](#) of N.Y.C. Unique conical base design in solid, top-quality crystal [\[meritfeeler\]](#) enhances its refractive brilliance. 6 1/2" in diameter.

Merit Lacquer Case Lighter Every smoker needs a lighter, so why not add a little pizzazz to your usual practicality? This reliable brass case lighter [\[meritfeeler\]](#) comes in a distinctive blue lacquer outer case. Its die cast, up, brass body and electric igniter provide countless lights.

Merit Swiss Army Knife The Victorian's Original Swiss Army Knife is a world renowned symbol of quality, precision and versatility. This knife, in solid blue with Merit banding, up [\[meritfeeler\]](#) brass case, includes large and small blades, [\[meritfeeler\]](#) can and bottle opener, [\[meritfeeler\]](#) corkscrew, [\[meritfeeler\]](#) box tips, [\[meritfeeler\]](#) wire stripper and [\[meritfeeler\]](#) key ring. Folded, the knife measures 3 1/2" in length.

Fill out the order form on the back of this page for your Merit Award.





MERIT



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Ultra: Kings 1 mg "tar," 0.1 mg nicotine; 100's: 2 mg "tar," 0.2 mg nicotine—
Ultra Lights: Kings Soft 5 mg "tar," 0.4 mg nicotine; Kings Box 5 mg "tar,"
0.5 mg nicotine; 100's: 8 mg "tar," 0.5 mg nicotine—Kings: 9 mg "tar," 0.6 mg
nicotine—100's: 9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

70/524

\$10 Off Merit!
any style carton or 4 packs.



Consumer: Limit-one coupon per purchase. Not to be transferred, sold or resold. Not redeemable for cash. Any value can be converted to cash. Limited to smokers 17 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays postage and handling.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with all terms herein. Void where prohibited by law. Not redeemable for cash. Offer good only in U.S.A. Consumer pays postage and handling.

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or resold. Not redeemable for cash. Any value can be converted to cash. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays postage and handling.

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MERIT AWARDS

100

9999999999999999 8027-A

Sample A. Sample
1234 Main Street
Anytown, USA 12345

2061036534

Peel off above label and place where indicated on your order form.

Dear Mr. Sample,

Here it is! Your Preview Edition of the Merit Awards Catalog. We want you to be among the first to see this unique collection of outstanding clothing and personal accessories. It's all specially designed to fit your lifestyle. And what's best, it can all be yours FREE, just by collecting UPCs off your Merit packs.

That's right. You can't buy any of these quality items anywhere. But you can get them all here—in your Merit Awards Catalog. It's our way of saying thanks when you make the switch to Merit.

You see, with Merit you can switch down to lower tar and still find satisfying taste. And we want to reward you for making that choice. So enjoy this catalog of Merit Awards designed especially for you.

Look for the easy-to-order form at the back of the catalog, and start saving those UPCs today!

Yours,

Norma Suter
Norma Suter
Merit

P.S. Here's a great way to start collecting those Merit UPCs—these special coupons for any style Merit. Please accept them with our thanks. And look forward to your Merit Awards.



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